



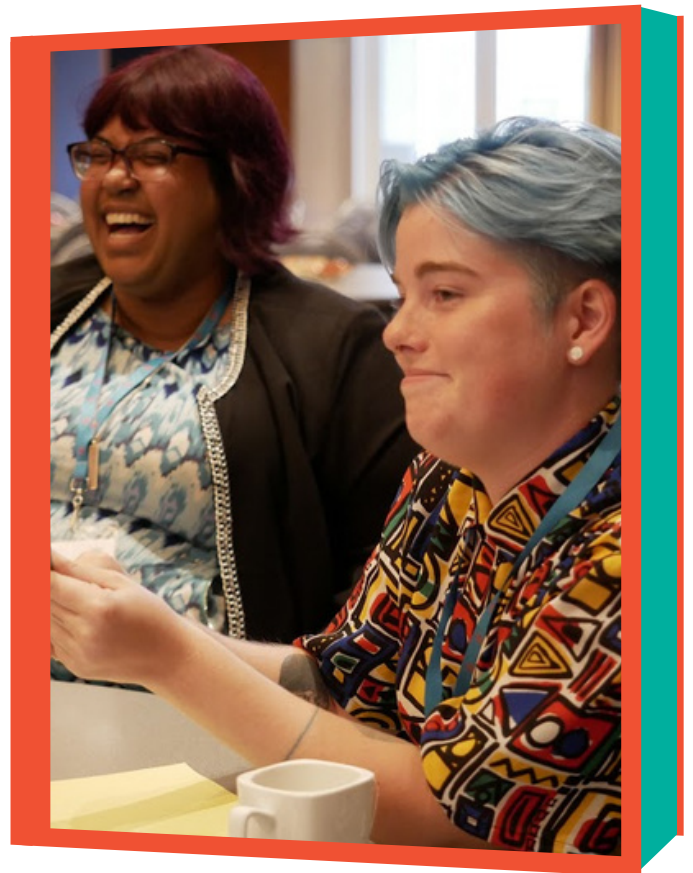
SESSION PROPOSAL GUIDE

#VEX20

This October in Cleveland, visitor experience professionals from around the world will come together at the 9th annual Visitor Experience Conference. Over an engaging 3 days, they will share their expertise, learn from each other, generate new ideas, and celebrate the amazing and relevant work being done in the cultural field.

WHAT WE'RE LOOKING FOR

This year we are looking at ways we can come together in our field. How can the power of collaboration better our work, our profession, and ourselves? What new ideas are you implementing in your institution? Who in your community are you working and partnering with? How has your institution reimagined their approach to visitor experience? When did your institution decide to break the mold to change a longstanding practice to make a change for the better?





SHARE YOUR STORY

Get together with your team and submit your session proposal for the 2020 Visitor Experience Conference. Proposals must be submitted by Monday March 23, 2020. Only complete submissions will be reviewed.

What are we looking for in a good presentation?

- Presentations that have clear take-aways that fellow colleagues would find valuable to their everyday work.
- Unique ideas and projects that have been tested and applied to reveal a visible difference in operations at your institution.
- Sessions that bring diverse perspectives - consider who is presenting. Is your panel representative of different genders, races, economic backgrounds, work level, etc.
- Clear and concise titles and descriptions related to your content that give attendees a snapshot of what they will gain from your session.

DEVELOP A SESSION THAT ROCKS IN 3 STEPS

1

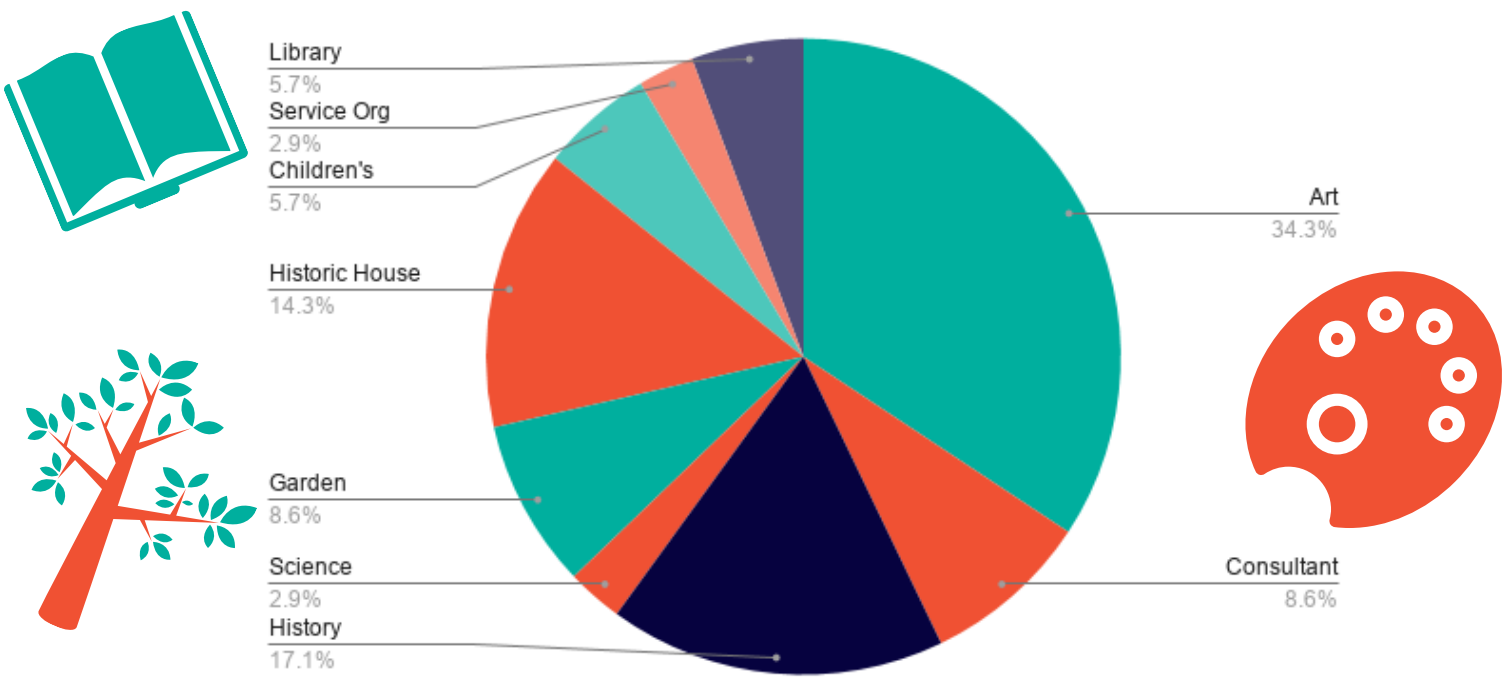
KNOW YOUR AUDIENCE

VEX welcomes over 250 visitor experience professionals from around the world each year. These individuals come from a variety of backgrounds ranging from the front line ticketing team to the President/CEO of an organization. You don't have to provide something for each of these but be clear on who you want to speak to or how you can make it work for a variety of levels. Take a look at some of the institutions and job titles from 2019:

2019 PRESENTER TITLES



TYPES OF ORGS OUR 2019 PRESENTERS REPRESENTED



2

KNOW YOUR STYLE

Presentation style and format can make or break what you'd like to communicate. Choose your styles based on how you'd like to interact with your audience.



Lecture
Panel Discussion
Roundtable
Technology Demo
2-3 Hour Workshop*

**Workshops will be presented on Friday, 10/16*

3

KNOW YOUR TOPIC

This is it, the meat and potatoes and your proposal. What topic are you sharing with your fellow colleagues? Be sure to:

- Have primary objectives/goals of the session.
- Know what you want your audience to take away from this session.
- Let the committee know if there is anything about your topic/session that will not be included in the description but is important as to why you should be selected.
- Have an interactive or action element that will get your colleagues inspired.
- While case studies are nice, please balance them with actionable and concrete ideas that attendees can use at their own institutions.



TOPIC IDEAS

Popular session topics from years past:

- Welcoming New Communities
- Accessibility
- Visitor-Centered Strategic Planning
- Master Planning/ Building Re-design
- Construction
- Innovative Wayfinding
- Visitation Models
- Inclusion Initiatives
- Evaluation Strategies
- Partnerships/Corporate Partnerships
- Innovative Programming
- Community Engagement
- Membership

General topics are also welcome:

- Internal and External Communication
- Sustainability
- Dealing with Difficult Situations
- Staffing and Hiring
- Performance Reviews/Appraisals
- Staff Retention Programs
- Volunteer Services
- Retail Services
- Budget Basics
- Security/Public Safety
- Other



SUBMIT YOUR PROPOSAL TODAY!

[Fill out this form when you're ready to submit your proposal.](#)

Please follow these guidelines for submitting:

- Proposals must be submitted by midnight EST on Monday March 23, 2020. Only complete submissions will be reviewed.
- Sessions are 60 minutes in length (this includes time for question and answers). Unless you have chosen to submit a proposal for a 2-3 hr workshop on Friday, October 16.
- If there is more than one presenter working on a proposal together, please establish a point of contact.

FAQ

Is there any compensation for presenting?

Presenters will not be compensated for travel or time spent, but speakers will receive complimentary registration to the Thursday, October 15 conference and keynote sessions.

When will I know if my session was accepted?

Decisions regarding the selection of sessions and panelists will be e-mailed to all candidates by mid-late April of 2020. Please email the Programming Committee at programming@visitorexperience.group or visit our website at visitorexperience.group with any questions during the process.

Should I register myself for the conference?

Presenters will receive instructions on how to register themselves for the October 15 day-long conference over the summer. You are responsible for registering yourself for any add-ons such as the welcome event, post-conference networking party, any behind the scenes and Friday workshops.

What technology will be available?

All presenters should bring their presentation on a flash drive. The Programming Committee will contact all presenters as we draw closer to the conference date to share details regarding available technology at the Cleveland Museum of Art.

Can I submit more than one proposal?

Yes!

